ABSTRACT OF THE DISCLOSURE

A graphic image retrieving system suitable for sensuous image of a hair style graphic image advantageous in view point of work load and time, is provided. An expression word map 60, in which a plurality of expression words are arranged on a virtual space 50 depending upon degree of association of sensuous image, and hair style graphic images jpg01 to jpg09 are stored with correspondence with the expression words. When graphic image map 80 is generated, coordinates of the expression word corresponding to each hair style graphic image jpg01 to jpg09 in the virtual space 50 is derived with reference to expression word map 60. On the basis of the given retrieving word, when sensuous image retrieval of the hair style graphic image is performed, the coordinates of the retrieving word in the virtual space 50 is derived with reference to the expression word map 60. With reference to the graphic image map 80, the hair style graphic image of the sensuous image meeting with sensuous image of the retrieving word is retrieved among a plurality of hair style graphic images on the basis of the derived coordinates.